

PHILIP MORRIS MANAGEMENT CORP.

INTER-OFFICE CORRESPONDENCE

800 Westchester Avenue, Rye Brook, NY 10573

TO: Wendy Marin

DATE: July 23, 1996

FROM: Musa N. Christie

On
OUR REF.

SUBJECT: Registration of VS Logo

This is further to the telephone conference Scott and I had with you on July 22, 1996 during which you confirmed that the old VS Logo currently being used on VIRGINIA SLIMS LIGHTS Label is being phased out and will no longer be used. Accordingly, there was no need for its trademark registration. A copy of this logo is superimposed on this memo.

During the conversation, you advised that a new VS Logo (two letters) will be used on all VIRGINIA SLIMS Labels (except SUPERSLIMS Labels, for which a separate logo is already registered), beginning January 1997. A copy of this proposed new VS Logo is also superimposed on this memo. To enable us to proceed with a new trademark application, please complete and return the attached form, along with five empty flats of the proposed new label at the earliest.

MNC:lp
Attachment

cc: C. Caputo
R. Eck
M. Haynes
M. Murphy
S. Rush
S. Thompson

old logo

new logo

2071654978